

FIVE "HOTTEST RETAILERS" NAMED

AT THE ICSC MEETING

The **International Council of Shopping Centers** announced its annual **Hot Retailers** awards last week, with five rapidly expanding chains from diverse retail segments honored.

The new companies join some distinguished past winners that have rapidly progressed from concept to major factor, and in some cases at least, major advertiser. Past honorees include **American Eagle, Apple, Build-A-Bear, Chico's, P.F. Chang's, Victoria's Secret,** and **Williams-Sonoma.**

Citi Trends, headquartered in **Savannah**, currently has about 250 stores in operation, and plans to open another 42-45 this year. Once called **Savannah Wholesaler**, later **Allied Department Stores**, and eventually **Allied Fashion for Less**, it targets blacks and ethnic minorities "out-discounting" the discounters in family apparel, accessories, and home decor. It's looking for sites in open-air centers, some freestanding stores, and some malls.

Justice Just for Girls is a sibling to **Limited Too**, but unlike the latter looks for power centers and lifestyle centers rather than malls. Headquartered in **Columbus**, it only has five stores open right now but could grow fifteen-fold just this year, with up to 75 new stores coming. Eventually the company feels it could outnumber Limited Too. Targeting girls 7-14, it sells merchandise for girls' rooms as well as clothing.

Some pet chains like **Pet Depot** and **PetSmart** have done well in recent quarters, and **Muttropolis of Solana Beach, Cal.** hopes to do the same. With four stores open now and 10 planned for this year, Muttropolis looks for upscale open-air and enclosed centers and downtown sites that have upscale co-tenants. Upscale is the key for this chain—dog collars run as high as \$95, and it offers a luxury dog bed for \$999.

Massage Envoy tries to bring the spa experience to the masses, using a monthly membership fee as its base. Headquartered in **Scottsdale, AZ**, it's running 108 stores right now, which will more than double in a year. Preferred locations are open-air centers and sites near restaurants and supermarkets.

Teavana, an **Atlanta**-based company, sells all things tea—teapots, kettles, strainers, and all possible varieties of the beverage. It's got 41 units right now, and will almost double within the next year. So far Teavana has mostly been in malls, but that is changing as the company is now looking at open-air centers and urban storefronts.

ADVERTISER TIDBITS

Yahoo! and **eBay** announced a strategic partnership which they hope will allow each to compete better against **Google**. Joint initiatives will be rolled out later this year with full implementation next year. Among the provisions **Yahoo!** will adopt **eBay**-owned **PayPal** to be the exclusive provider of its online wallet.....A mixed month at **Yum! Brands**. **Taco Bell** comps were up 5%, but **Pizza Hut** was down 7% and **KFC** was down 1%. **Yum** still does not report monthly comps at **Long John Silver's** and **A&W**, despite the fact it has owned those chains for more than a year.....**Wendy's** had another bad month, with comps down 5.8% at company-owned stores and down 5.5% at franchisees. It's trying to mitigate the bad news by saying it is "excited" about reaction to the **Frescata** deli sandwich launch, with 20 million sandwiches sold in two

months.....**Ford** has extended its deal with **Toby Keith** as its truck spokesman for another year, and will again sponsor his concert tour. But it is pushing back the launch of the redesigned **F-Series Super Duty** pickup from this year's fourth quarter to next January. Quality issues for the truck's diesel engine are seen as the reason.....*The Wall Street Journal* says a deal with two major **Southeast** regional banks (both headquartered in **Birmingham**) is imminent. A combination of **Regions** and **AmSouth** would have 2,000 branches in 16 states.**Miller** has started to roll out a caffeinated malt beverage **Mickey's Stinger** in **AZ, CA, and NV**. It competes with **Tilt** and **B-to-the-E**, both distributed by **Anheuser-Busch**.....**CVS** will start remodeling and rebranding the **Osco/Sav-on** stores it's getting from **Albertson's** in July, and should have it completed by next March.....**Big Lots** quarterly profit was up 76%, helped by a 2.5% same-store sales increase..... **Petco** comps were up 2.2% last quarter, in which it added 20 net new stores to reach 799. Another 20 will be opened next quarter.....**Ahold's** sales at its **Giant-Carlisle** unit was up 5.1%, but **Giant-Landover** fell 2%, **Stop & Shop** was down 0.8%, and **Tops** was off by 5.5%.

ECONOMIC RATINGS

The **Commerce Department** upwardly revised estimates of first-quarter GDP growth to 5.3%, the fastest rate since late 2003. New homes sales were unexpectedly strong last month, the 1.2 million annual rate the highest level of the year, although some observers suggest manufacturers' incentives to sell new homes may be taking sales away from existing homes.



NETWORK NEWS

NBC has made some significant changes in its fall schedule. **Studio 60 on the Sunset Strip** has been moved to Mondays at 9, followed by **Heroes**, moving down one hour. **Law & Order: CI** moves to Tuesday at 9, taking the place of **Kidnapped**, which is going to Wednesdays at 10PM. **20 Good Years** and **30 Rock** now air on Wednesdays at 8, switching places with **The Biggest Loser**, which moves down to 9PM that night. **Deal or No Deal** fills in the Thursday, 9PM time period. **Crossing Jordan** is being brought back earlier than planned for the Friday, 8PM slot. **Las Vegas** remains at 9PM, but **Law & Order** moves to Fridays at 10. **Medium** is going on hiatus until later in the season. All these changes are reflected in our comparagraphs, available at www.spotsndots.com.....ABC rescheduled the **Alma Awards** for Monday, 6/5, 9:30-11PM. The event is preceded by a **George Lopez** episode featuring **Eva Longoria**, at 9PM.

IDOL ENDS ON HIGH NOTE

The competition can breathe a sigh of relief; the **American Idol** season is finally over. But the show went out with a bang, delivering a 21.5/32 in **Nielsen's** overnight markets, and peaking the final half hour with a 25.1/35. That was an improvement over last season's finale, which drew a 19.0/27.

Of course, the show also smashed the competition in A18-49, with a 13.8/35 that peaked at 17.0/38. The closest any of the other networks got in the demo was **ABC's** 6.0/15. **CBS** and **NBC** did 1.9/5s, **UPN** got a 0.7/2 and the **WB**, a 0.6/1.

In HHs, ABC was second with a 9.7/14, on the strength of **Lost's** 2-hour finale, which did an 11.4/17, despite its first hour being up against **Idol**. A **Lost** clip show was a 6.1/10 at 8. On CBS, the repeat **Dr. Phil** special got a 3.8/6, followed by repeats of **Criminal Minds** (5.0/7) and **CSI: NY** (6.1/9). NBC's **Dateline** (4.6/7), led into two episodes of **Law & Order** (5.1/7, 9-11PM). Movie **Daredevil** drew a 1.7/3 for the WB and UPN got a 1.5/2 with film **Hair Show**.

ECHOSTAR MUST DROP DISTANT SIGNALS

In a scathing opinion, a federal appeals court has upheld a lower court ruling that **EchoStar** must stop offering subscribers network TV stations from distant markets. According to the unanimous ruling, "As if the magnitude of its ineligible subscriber base were insufficiently disconcerting, we have found no indication that EchoStar was ever interested in complying with the **(Satellite Home Viewer Improvement) Act**....We seem to have discerned a 'pattern' and 'practice' of violating the Act in every way imaginable." The **NAB** commented that the opinion "affirms the importance of localism in television and vindicates an eight-year effort by TV broadcasters to stop EchoStar's blatant and massive abuse of copyright law."

AVAILS

WTVX-UPN34, WTCN-WB15, WWHB is looking for a motivated account executive in **West Palm Beach, FL**. Responsibilities include negotiating agency business and developing new direct sales. A winning attitude, 2-yrs. media sales, and strong selling skills required. Pls. e-mail kaci.bloemers@wtvx.com or fax resume to 561-684-9193. M/F EOE.**Account Executive-TV Ad Sales. KASA-FOX 2, Albuquerque**, looking for broadcast Sales Account Executive. Candidate must possess strong negotiation and presentation skills with minimum of two years selling experience and excellent track record of new business development. Knowledge of broadcast research tools and other computer programs are a definite plus. Drug screening required as well as a driver license check and verification. Send resume and cover letter to: KASA-FOX 2 Attn: **Rosalie Drake**, General Sales Manager, 1377 University Blvd. N.E., Albuquerque, NM 87102. Or e-mail: rdrake@kasa.com. **Raycom Media, Inc.**, and its stations are EOE M/F/H/V.....**KPTV FOX-12** is seeking a **Local Sales Account Executive** to advise clients on marketing and advertising strategies, develop new television

accounts, negotiate advertising rates, and professionally convey the benefits of television advertising on a network affiliate. Min of 3 years successful media sales experience preferred. A marketing/advertising background with college degree preferred. Send resume to **KPTV FOX 12, Human Resources, 14975 NW Greenbrier Parkway, Beaverton, OR 97006** or via email to PDX.TVJobs@meredith.com. www.kptv.com. EEO.....**Cox Television's WAXN-TV, Charlotte, NC**, one of the nation's leading Independents, seeks an **Account Executive** to grow new business, Internet and transactional revenue while providing exceptional service. Sales experience preferred with a proven ability to create, develop and close sales opportunities. Strong organizational, computer and presentations skills required. Please send resumes to **Kelly Buda**, Local Sales Manager, WAXN-TV, 1901 N. Tryon St., Charlotte, NC 28206. EOE M/F

DONE DEALS

Tod A. Smith has been named **President and General Manager** of **KMSB-TV (Fox)** and **KTTU-TV (UPN)**, in **Tucson, AZ**, effective June 14th. Tod is currently VP and Media Director for **Peter A. Meyer Advertising, New Orleans**. Before he joined that company, he worked for **WWL-TV, New Orleans** in various capacities, rising to LSM.....**J.R. Jackson** is the new **Local Marketing Manager** for **KMPH Fox 26, Pappas'** station in **Fresno**. He was most recently GSM at **KOVR-TV, Sacramento**. **Scott Saldinger** has been named **Local Marketing Manager** at KMPH's duopoly partner **KFRE WB 59**. Scott comes from the **CBS** affil in the market, **KGPE**, where he was LSM. And **Russ Parsley** is now the **New Media Marketing Specialist** for both KMPH and KFRE. He had been a Producer/Director at those stations..... *Congratulations to you all!*